



# **Information Bulletin and Admission Brochure**

**Academic Session 2020-21**

## **One Year Post Graduate Diploma in:**

- **Data Analytics (PGDDA)**
- **Equity Research (PGDER)**
- **Entrepreneurship and Start up (PGDES)**
- **HealthCare Management (on Weekend Basis) (PGDHCM)**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

**DWARKA, NEW DELHI (INDIA).**

[www.ipu.ac.in](http://www.ipu.ac.in)

## **About University School of Management Studies**

**University School of Management Studies (USMS)** is an on-campus B-School of Guru Gobind Singh Indraprastha University. The school, within a short span of time, has developed itself as a unique and progressive school with its distinct curriculum and innovative teaching methodology. The school encourages individual growth, team building, extra-curricular activities, industry interaction and a multi-disciplinary study culture. At USMS, an eclectic mix of teaching and learning skills are employed to impart knowledge to the students. The students learn through various management exercises, case studies and analysis, lectures and projects. The study structure helps the students in developing an analytical bent of mind and prepares them to become competent and understand the dynamics of the business environment. The School is ranked 57th in the National Institutional Ranking Framework 2020 under the Ministry of Human Resource Development, Government of India.

The School has been granted approval by University Grants Commission (UGC) for conduct of following four programmes by UGC under NSQF (Skill Based Education) Scheme from the Academic Session 2020-2021. Some of the salient features of the programmes are:

### **Salient Features of the Programmes**

The realization of the need to serve the growing population to pursue skill based job role specific education in niche areas, such as Data Analytics, Equity Research, and Entrepreneurship. Some salient features of the proposed program are:

- **Duration- One-Year (Two Semester) Program**
- **No. of Seats -30 (For PGDHCM-45)**
- **Interactive Pedagogy**
- **No Upper Age Limit**

### **Pedagogy**

The list of prominent teaching tools (but not limited to) is:

- Conventional class room teaching/online teaching
- Case Studies, Individual/group assignments/presentations
- Self-Study through pre-supplied course material.
- Lab Work
- Subject relevant software inputs
- Project based Learning
- Others - Extensive value-added inputs on diverse set of issues being faced by the industry through Guest Lectures and invited talks from eminent industry professionals.

### **Evaluation System**

- Continuous and dynamic
- Evaluation shall be done in each semester by University and designated Skill assessment Agency

### **Eligibility Criteria**

PGDES- Graduate or Post-Graduate in any discipline with atleast 50% marks.

PGDER- Graduate or Post-Graduate in any discipline with atleast 50% marks and with at least one course in Mathematics/ Statistics/ Economics/ Allied field at Graduation/Post-Graduate level.

PGDDA- Graduate or Post-Graduate in any discipline with atleast 50% marks and with at least one course in Mathematics/ Statistics/ Allied field at Graduation/Post-graduation level.

PGDHCM- Graduate or Post-Graduate in any discipline with atleast 50% marks and with one year experience in healthcare organization.NOC from employer.

### **Relaxation in Eligibility**

Candidates belonging to Scheduled Castes/Scheduled Tribes/Widows or Wards of Defence Personnel / Persons With Disability (PwD) will be allowed 5% relaxation of marks in the minimum eligibility requirement. It will be granted to only those candidates, who are able to produce necessary relevant supporting documents

### **Admission Criteria**

Merit list shall be prepared on the basis of marks obtained in Graduation (other than PGDHCM). For PGDHCM , the weightage of 30% marks shall be given to Interview.

**Reservation of seats:** As per University norms.

### **Fee Structure**

For PGDDA, PGDER and PGDES only:

**1<sup>st</sup> Semester:** INRs 20,000 (Course fee) + INRs 5,000 (Refundable security) + INRs 1,000 (Alumni fee) + INRs1000 (Counselling participation fee) =INRs 27000 payable at the time of admission.

**2<sup>nd</sup> Semester:** INRs 20,000 (Course fee)-payable in the beginning of second semester

For PGDHCM: Kindly refer to the brochure for the programme at

[http://ipu.ac.in/Pubinfo2020/nev011020%20\(1\).pdf](http://ipu.ac.in/Pubinfo2020/nev011020%20(1).pdf)

## How to Apply

Online applications are to be submitted at the following links:

- For PGDHCM: <https://forms.gle/mDG2wM8VkYB7TxVf8>
- For all other programmes: <https://forms.gle/jjmBoJ8NdUCewpSY8>

No Application fee. However, counseling participation fee of Rs.1000 shall be charged at the time of admission.

<b>IMPORTANT DATES</b>
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Date of announcement of admission: 1/11/2020

Last date for submission of application (online): 22/11/2020

The dates of Display of Display of Merit List, Counseling Schedule, etc. shall be announced on University Website <https://ipu.ac.in>. Kindly keep visiting the University website for information related to admission in PG Diploma programmes in USMS.

For further information, please visit [www.ipu.ac.in](http://www.ipu.ac.in)

Or Contact:

Office of The Dean, USMS, GGSIP University, D- Block, Room No. 206 Sector 16-C Dwarka, New Delhi-110078. Ph.-25302602-04, 25302608 & 25302119;E-mail: [ipumbaweekend@gmail.com](mailto:ipumbaweekend@gmail.com), [dean.usms@ipu.ac.in](mailto:dean.usms@ipu.ac.in),

## **POST GRADUATE DIPLOMA IN DATA ANALYTICS**

### **About the Programme**

In today's world, Data analytics is crucial for measuring success. With data analytics, companies can carefully examine information from a specific business campaign, for example, to get analytical guidance as to what's performing well and what isn't. By carefully analyzing important data, companies are better equipped for setting up future campaigns and goals.

However, data analysis is a complex field; it is both an art and a science. It takes the knowledge and expertise of a skilled data analytics professional to effectively analyze this important data.

As a skilled professional in data science/data analytics after completing the programme the student will acquire a analytical thinking and looking at the market scenario in a different perspective. It will instil confidence and will have a huge contribution to understand the economy of the country and able to navigate the nation towards self-reliance. The course curriculum is designed in a such a way that the participants with their analytical skills and knowledge can build an analytical models and ideas can be a asset to any organization

### **Program Objectives:**

Data Analytics is the science of analyzing data to convert information to useful knowledge. This knowledge could help us understand our world better, and in many contexts enable us to make better decisions. While this is broad and grand objective, the last 20 years has seen steeply decreasing costs to gather, store, and process data, creating an even stronger motivation for the use of empirical approaches to problem solving. This course seeks to present you with a wide range of data analytic techniques and is structured around the broad contours of the different types of data analytics, namely, descriptive, inferential, predictive, and prescriptive analytics.

After graduating this course the application of knowledge and management techniques in business environment to :

1. Evaluate the systems and processes used in an organization including the planning, decision making, group dynamics, innovation, production, supply chain, operations, technologies, marketing and distribution management.
2. Design alternatives to solve business problems utilizing quantitative analysis, critical thinking and sound ethical decision making.
3. Summarize, process, and transform data for obtaining meaningful conclusions
4. Use research-based knowledge and methods including company analysis, primary and secondary data collection, analysis and interpretation of data to find solution to business problems
5. Interpret data using latest data analytics tools to address organizational problems
6. Organize and critically apply the concepts and methods of business analytics
7. Assess decision problems and build models for creating solutions using business analytical tools
8. Communicate effectively in various forms by effective use of recent technology and logical reasoning for presentations, documentation, report writing, manual preparation.
9. Adapt life-long learning and professional development to enrich knowledge and competencies
10. Design predictive and descriptive analysis based on data
11. Demonstrate a global outlook with ability to identify aspects of the global business operations.

### **Program Outcome**

The students learning outcomes are designed to specify what the students will be able to perform after completion of the course:

- Ability to identify the characteristics of datasets and compare the trivial data and data analytic tools for various applications.
- Ability to select and implement Data analysis/analytic& machine learning techniques and computing environment that are suitable for the applications under consideration.

- Ability to solve problems associated with batch learning and online learning, and the data characteristics such as high dimensionality, dynamically growing data and in particular scalability issues.
- Ability to recognize and implement various ways of selecting suitable model parameters for different data analytic techniques.

### Target Audience

- Graduate/Post-graduate who want to build a career in Data Science Industry
- Those looking to make a career in Data Analytics

### Programme Scheme\*

#### SEMESTER I

Code	Course	Hour / Week		Credits
		Lecture	Practical	Total
PGDDA-101	Relational Database Management System	1	3	4
PGDDA-103	Importing Data	1	2	3
PGDDA-105	Pre-Processing Data	1	2	3
PGDDA-107	Exploring Data	1	2	3
PGDDA-109	Basic Statistical Concepts	1	2	3
PGDDA-111	Introduction to Analytics and R Programming	1	3	4
PGDDA-113	Choice based Online Open Course (MOOCs/NPTEL/ similar course etc.)	2	-	2
PGDDA-115	Work Effectively with Colleagues	2	0	2
PGDDA-117	Project – 1		6	6
<b>Semester Credits</b>		<b>10 (140 hours)</b>	<b>20 (560 hours)</b>	<b>30 (700 hours)</b>

## SEMESTER II

Code	Course	Hour / Week		Credits
		Lecture	Practical	Total
PGDDA-102	Predictive Modelling	1	3	4
PGDDA-104	Persuasive Communication	1	1	2
PGDDA-106	Big Data Concepts	1	0	1
PGDDA-108	Data Modelling with Python	1	3	4
PGDDA-110	Model Risk Assessment	1	2	3
PGDDA-112	Model Business Performance	1	2	3
PGDDA-114	Creating Visualizations.	1	2	3
PGDDA-116	Build and Maintain Client Satisfaction	1	0	1
PGDDA-118	Choice based Online Open Course (MOOCs/NPTEL/ similar course etc.)	2	0	2
PGDDA-120	Project – 2	0	7	7
<b>Semester Credits</b>		10 (140 hours)	20 (560 hours)	30 (700 hours)
<b>Total Credits</b>		<b>20</b>	<b>40</b>	<b>60</b>

- - The Scheme of the program is tentative subject to approval.



# **POST GRADUATE DIPLOMA IN EQUITY RESEARCH**

## **About the Programme**

The course is developed for students who seek to practice as equity research professionals or desire to get employed in a similar role with a reputed organization in financial markets. The growing volatility of the equity markets calls for informed decision making for these investors rather than an ignorant or guess based approach. The main objective of this program is to equip the students with the skills necessary to analyse the economy, industry, as well as a company and come to a logical conclusion on whether an investment should be made or not. The program also seeks to equip the students with necessary competence to better arm them to make more prudent and informed investment decisions in the equity market. Equity investment if done systematically with thorough research can prove to be beneficial for professionals, investors, and the entire economy.

## **Program Objectives**

The program imparts training and knowledge on the core courses in finance and financial markets by enhancing their knowledge as well as skillset. Students of this program shall have an opportunity to acquire in-depth knowledge and skills on equity research such as reviewing the economy and industry, present a management overview, analyse historical financial returns, forecast the earnings, valuation of companies, and give recommendation to investors based on their in-depth research. After finishing the program, the students will be proficient in addressing the concerns and doubts of investors in financial markets and recommend them with investment options based on their individuals needs and risk appetite. The students will be able to put the knowledge and skills to test in real life scenario with our industry partners. Classroom teaching with extensive on- the- job training (OJT) will add value and provide hands-on experience. This program also aims to ensure continuous interaction with different industry partners for regular trainings, lectures, and seminars. By the end of this course, the students will gain a hands-on experience and expertise to work with any reputed organization in financial markets or practice as an equity research professional.

## **Program Outcomes**

The University campus offers great learning environment and an opportunity to network with students from various backgrounds. They will be trained on interdisciplinary topics and their interaction with fellow students will widen the scope and enrich the learning experience. After completion of the course, they will gain knowledge of the conceptual framework to begin their career in a leading firm in financial markets or practice as an equity research professional. The course aims to instil necessary skills and confidence to perform a systematic research and thereby guiding the investor on his position with the stock of the company. Students will also gain knowledge to tackle ethical issues and overcome any challenges posed by a globalised environment. The objective of the course is not to merely impart knowledge on equity and financial markets but also to help the students acquired varied skills, become critical thinkers and passionately builds their career in the field of finance and financial markets.

## **Target Audience**

The Post Graduate Diploma in Equity Research is designed to help students systematically acquire analytical skills to study the equities and arrive on a conclusion. The program shall also help the students acquire necessary leadership skills to take accurate and timely decisions. This well-designed course can be of benefit to finance as well as non-finance graduates who wish to become a financial market professional by enhancing their analytical skills. The course aims to equip the participants with the necessary interpersonal and technical skills.

Becoming an Equity Research professional involves developing many core skills and competencies to properly analyse the market and investment options. This requires an in-depth classroom learning and on the job training. The one-year Post-Graduate Diploma in Equity Research is specifically designed to create thorough professionals with required skillset rather than merely providing an overview of the area.

**Programme Scheme\*:**

The one-year P.G. Diploma in Equity Research is divided into two semesters. The following courses will be covered in two semesters.

SEMESTER I		
Code No.	Course Name	Credits
PGDER-101	Overview of Financial Markets	3
PGDER -103	Personal Finance Skills	3
PGDER -105	ICT and Soft Skills	3
PGDER -107	Fundamental Analysis	3
PGDER -109	Technical Analysis	3
PGDER -111	Investment Research Skills-I	3
PGDER -113	Field Training and Project Work	12
	<b>Semester Credits</b>	<b>30 (714 hours)</b>
	<b>Theory- 9 credits, Skills based- 21 credits</b>	<b>126 hours (Theory)</b>
		<b>588 hours (Practical)</b>
SEMESTER II		
Code No.	Course Name	Credits
PGDER-102	Wealth Management Skills	3
PGDER -104	Macro Economics for Financial Markets	3
PGDER -106	Financial Modelling	3
PGDER -108	Cyber Security	3
PGDER -110	Sustainable Investment	3
PGDER -112	Behavioural Finance	3
PGDER -114	Investment Research Skills-II	3
PGDER -116	Major Project Work	12
	<b>Semester Credits</b>	<b>33 (756 hours)</b>
	<b>Theory- 12 credits, Skills based- 21 credits</b>	<b>168 hours (Theory)</b>
		<b>588 hours (Practical)</b>

- - The Scheme of the program is tentative subject to approval.

To empower students with the technical and leadership competencies necessary to become a successful equity research professional, they will undergo rigorous training with respect to regular projects, internship, skill-based courses, and interactions with the industry leaders. The course follows experiential learning including case studies, thinking tools, field work, business simulation games, interactive games and moderated discussions.

# **POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP AND START UP**

## **Rationale of Program**

A recent study by the Global Entrepreneurship Monitor (GEM) revealed that entrepreneurship education in academic curriculum is an important factor in encouraging effective youth participation. According to the report, a culture of experiential learning will provide students an opportunity to learn from the professional world and thereby assist them in their entrepreneurial journey. Starting a new venture is an exciting endeavour into the unknown. From opportunity recognition to its evaluation, from financing to 'growth-riding', this course will focus on bringing resources and people together to create value, innovate and attain positive change. The program aims to provide rigorous foundation in management, and incorporates the core business areas of accounting, marketing, finance and human resource management from the perspective of entrepreneurs and start-ups. Further, it provides broader ranging skills of problem-solving, critical thinking, presentation, communication and collaboration, increase numeracy and opportunity awareness in a group of like-minded people. The program will also foster character traits of risk taking, persistence, and employee management that are beneficial when the students find themselves in real life situations.

The course will enable the students understand the entrepreneurial process differing across several contexts and prepare them for an entrepreneur career and a range of management roles. It is designed to give them specialist insight into the world of entrepreneurship. Students will gain practical knowledge of the contemporary business landscape and develop the skills required to operate within it. The School has fostered links and tie-ups with local entrepreneurs and professional bodies to ensure the course remains relevant providing opportunities to students.

## **About the Program**

Starting a new venture is an exciting endeavour into the unknown. From opportunity recognition to its evaluation, from financing to 'growth-riding', this course will focus on bringing resources and people together to create value, innovate and attain positive change. The program aims to foster character traits of risk taking, persistence, and employee management that are beneficial when the students find themselves in real life situations. The course will enable the students understand the entrepreneurial process differing across several contexts and prepare them for an entrepreneur career and a range of management roles. It is designed to give them specialist insight into the world of entrepreneurship. Students will gain practical knowledge of the

contemporary business landscape and develop the skills required to operate within it. The School has fostered links and tie-ups with local entrepreneurs and professional bodies to ensure the course remains relevant providing opportunities to students.

### **Program Objectives**

The program will impart training and knowledge on the core courses in business, providing a solid grasp of fundamentals such as economics, marketing, accounting and finance, human resources, and legal and regulatory aspects from the perspective of entrepreneurship and start-ups. Students have the opportunity to study best-practice approaches of relevant national and international organizations and apply that learning in real-time to entrepreneur projects. After finishing the program, the students will be proficient in understanding the nature and traits of entrepreneur, how to nurture the idea and lead to a successful business venture, raising capital and gaining traction in the market, managing teams and creating value. The pedagogy emphasizes on project based and experiential learning to develop entrepreneurial mindset.

The students will be able to put the knowledge and skills to test in business workshops to prepare business plans. Classroom teaching with extensive on- the- job training (OJT) will add value and provide hands-on experience. This program also aims to ensure continuous interaction with entrepreneurs and leaders in diverse fields through regular lectures and seminars. By the end of this course, students will be able to develop a capacity to be a 'light' in the ecosystem and to instigate efforts in support of their own venture

### **Program Outcomes**

The University campus offers great learning environment and an opportunity to network with students from various backgrounds. They will be trained on interdisciplinary topics and their interaction with fellow students will widen the scope and enrich the learning experience. After completion of the course, they will gain knowledge of the conceptual framework to identify business opportunities and assess the feasibility. The students will also be equipped with necessary skills to explore the risk-reward of the business ideas. The course aims to instill confidence to start own business and to become leaders in innovation. Students will gain knowledge to tackle ethical issues and overcome any challenges posed by a globalised environment. The objective of the course is not to merely teach entrepreneurship and business, but emphasize on the spirit of entrepreneurship.

## Target Audience

The PG Diploma in Entrepreneurship is relevant for all budding entrepreneurs, graduates, Post-Graduate in any discipline, those who have started their ventures or plan to start in near future. This shall also be useful to the existing entrepreneurs who are looking forward to enhance their capabilities to innovate, commercialize their products and expand. This will be very relevant for those who are looking forward to understand the various available financing and funding mechanisms, using digital marketing tools, regulatory mechanisms, and sustainability of start-ups.

## Programme Scheme\*:

### Semester I

Course Code	Course Name	Credits
PGDESU-101	Foundations of Entrepreneurship	3
PGDESU-103	Relevance and overview of Start-Up	3
PGDESU-105	Opportunity and Feasibility Analysis	3
PGDESU-107	Financial Literacy and skills	3
PGDESU-109	ICT and Soft Skills	3
PGDESU-111	Motivation, Leadership and Communication Skills	3
PGDESU-113	Legal and Regulatory Framework of Entrepreneurship and Start-Up	3
PGDESU-115	Venture Planning and Managerial Skills	3
PGDESU-117	Project-1	6
	<b>Semester Credits</b>	<b>30 (714 hours)</b>
	<b>Theory-9 credits, Skill based- 21 credits</b>	<b>126 hours (Theory) 588 hours (Practical)</b>

### Semester II

Course Code	Course Name	Credits
PGDESU-102	Economic Applications for Start-up	3
PGDESU-104	Digital Marketing	3
PGDESU-106	Strategic Management	3
PGDESU-108	Crowdsourcing and other funding	3

	mechanism	
PGDESU-110	Sustainability and Social Entrepreneurship	3
PGDESU-112	Analytical Skills for Entrepreneurs	3
PGDESU-114	Values and Ethics	3
PGDESU-116	Rural entrepreneurship Management	3
PGDESU-118	Project-2	6
	<b>Semester Credits</b>	<b>30 (714 hours)</b>
	<b>Theory-9 credits, Skill based- 21 credits</b>	<b>126 hours (Theory) 588 hours (Practical)</b>

- - The Scheme of the program is tentative subject to approval.

## **POST GRADUATE DIPLOMA IN HEALTHCARE MANAGEMENT**

(PLEASE REFER TO [http://ipu.ac.in/Pubinfo2020/nev011020%20\(1\).pdf](http://ipu.ac.in/Pubinfo2020/nev011020%20(1).pdf))

*Note: 1 credit = 1 hour of teaching. The semester will spread over 14 weeks.*

*Note: a) A student who completes Semester – I successfully but want to quit, shall be awarded Certificate.*

*b) A student who complete successfully both the semesters I and II, shall be awarded PG Diploma.*

*c) A student who has successfully completed certificate in respective stream/discipline shall be allowed to join the second semester of PG Diploma programme.*